

Evaluating a Collection of Business Idea

Idea 1

Name:

Description:

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Idea 2

Name:

Description:

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Idea 3

Name:

Description:

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Idea 4

Name:

Description:

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Idea 4

Name:

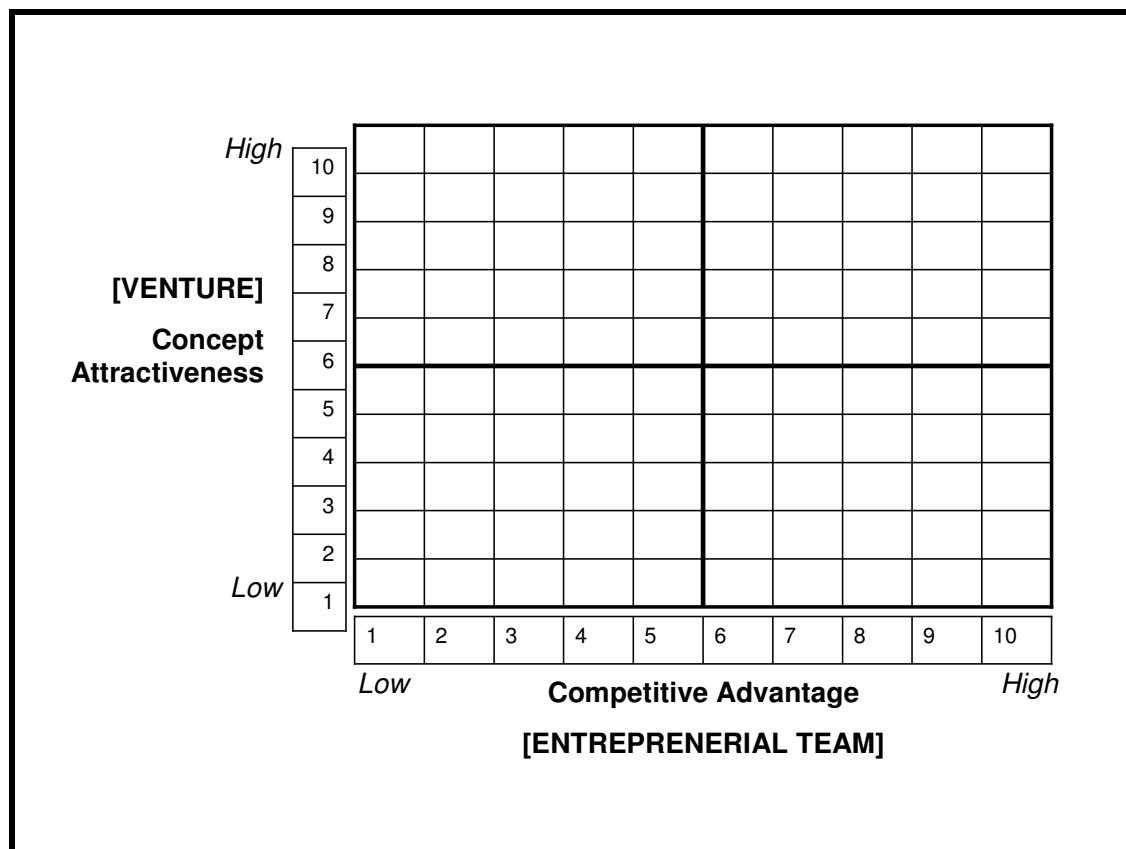
Description:

Crafting Your Business Plan Worksheet

Scoring Matrix

	Idea 1	Idea 2	Idea 3	Idea 4	Idea 5	
Concept Attractiveness						Average score out of 10
Market Size						Score out of 10
Market Growth						Score out of 10
Differentiation						Score out of 10
Competitive Advantage						Average score out of 10
Skills						Score out of 10
Resources						Score out of 10
Passion / Energy						Score out of 10

Plotting the Scores



Identifying Ways to Move Ideas to the Top Right

Idea 1

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

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Increase competitive advantage (skills; resources; passion):.....

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Idea 2

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

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Increase competitive advantage (skills; resources; passion):.....

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Idea 3

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

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Increase competitive advantage (skills; resources; passion):.....

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Crafting Your Business Plan Worksheet

Idea 4

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

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Increase competitive advantage (skills; resources; passion):.....

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Idea 5

Name:

Increase concept attractiveness (market size; market growth; differentiation):.....

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Increase competitive advantage (skills; resources; passion):.....

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